

## Message Text

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PAGE 01 TEHRAN 08822 151824Z

45

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 CIAE-00 EB-11 INR-10 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 AGR-20

SCI-06 DRC-01 /087 W

----- 013492

R 151145Z DEC 73

FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC 4809

UNCLAS TEHRAN 8822

E.O. 11652: NA

TAGS: BEXP IR

SUBJ: U.S. COMMERCIAL PRESENCE FAIRS PROGRAM

REF: DEPT A-9254, 11/8/73; STATE 243170

LG1. EMBASSY PLANNING PARTICIPATE IN TEHRAN INTERNATIONAL TRADE FAIR SCHEDULED TO TAKE PLACE LATE SEPTEMBER 1974. PARTICIPATION IN EVENT ALMOST MANDATORY INASMUCH AS GOI CONSIDERS EVERY INTERNATIONAL ACTIVITY OF THIS TYPE MUST RPT MUST INCLUDE UNITED STATES. ON OTHER HAND, FOR PURELY COMMERCIAL REASONS STRONG PARTICIPATION INDICATED IN VIEW OUTSTANDING SUCCESS ACHIEVED AT U.S. PAVILION 1973 FAIR.

2. PLANS ARE TO MAKE NEXT YEAR'S EXHIBIT JOINT EFFORT BETWEEN ECONOMIC/COMMERCIAL SECTION AND AGRICULTURAL ATTACHE'S OFFICE. LATTER HAS ALREADY SUBMITTED PRELIMINARY INFORMATION AND ESTIMATES TO DEPT OF AGRICULTURE. THEME IS TO BE AGRIBUSINESS WITH CENTRAL EXHIBIT BEING SOME 125 HEAD HIGH QUALITY US LIVESTOCK. ANIMALS WOULD BE IMPORTED PRIVATELY WITH TRANSPORTATION AND OTHER COSTS BEING BORNE BY IMPORTER. IF POSSIBLE, POPULAR ATTRACTION FEATURING MAINLY RODEO-TYPE SHOW WILL BE ORGANIZED IN AN OPEN AREA. (THIS TYPE SHOW HAS ALREADY PROVEN HIGHLY SUCCESSFUL IN OTHER PARTS WORLD.) ON COMMERCIAL SIDE, PAVILION WOULD CONTAIN MAINLY EXHIBITS CONNECTED WITH AGRIBUSINESS SUCH AS FOOD AND MEAT PROCESSING EQUIPMENT, RURAL ELECTRIFICA-  
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PAGE 02 TEHRAN 08822 151824Z

TION SWITCH GEAR AND DISTRIBUTION ITEMS, VETERINARY DRUGS,

AGRICULTURAL CHEMICALS AND LIKE. HOWEVER, FORMER EXHIBITORS IN UNRELATED LINES HAVE ALREADY EXPRESSED INTEREST IN PARTICIPATION, NOTWITHSTANDING GENERAL THEME NOT NECESSARILY APPLICABLE TO THEIR LINES.

3. EMBASSY AT THIS POINT VISUALIZES WASHINGTON COOPERATION TO BE PERHAPS COMBINATION OF TYPE A AND B PRESENCE DESCRIBED REPAIR. HOWEVER, AVAILABILITY EXCELLENT LOCAL DESIGNER PREPARED TO WORK FOR NOMINAL FEE (PRESTIGE INVOLVED IN DESIGNING PAVILION CONSIDERED VERY IMPORTANT) AND POSSIBILITY DIRECTION OF EFFORT BEING UNDERTAKEN BY EMBASSY PERSONNEL MIGHT MAKE UNNECESSARY LOAN OF EXHIBIT DIRECTOR FROM USDOC MENTIONED REPAIR.

4. EMBASSY DOES NOT ANTICIPATE MUCH DIFFICULTY IN RECRUITING 30 TO 40 EXHIBITORS AND RAISING AMOUNTS SUGGESTED REPAIR. AGAIN, THIS MAY BE ATTRIBUTED TO OUTSTANDING SUCCESS US PAVILION IN 1973 FAIR.  
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